Lightweight cigarette sparks controversy in Canada

Imperial Tobacco's lightweight, experimental cigarette is drawing heavy opposition from the Canadian Cancer Society.

Tobacco in each cigarette is injected with air, making it weigh much less than standard cigarettes. Canada taxes tobacco based on weight. Thus, the air-injected cigarettes are less expensive. The price difference can be substantial. In the province of New Brunswick, a carton of standard cigarettes costs about c$35. A comparable amount of the new product costs less than c$18.

Tobacco Farmer
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